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fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, AUGUST 8, 1954</u>			
Beginning Sunday	FORTY-NINTH ANNUAL JEWELERS CONVENTION	AMER. NAT'L RETAIL JEWELERS ASS'N.	WALDORF-ASTORIA
August 8- August 12	Over 10 million dollars worth of jewelry, watches, silverwear, and other lines of merchandise, sold by retail jewelry stores, will be displayed. Fashion show on Mon., August 9 at 8:45 P.M. in the Norse Room, under the direction of Martha Percilla, fashion director of the Jewelry Industry Council. Contact: Charles Isaac, 551 Fifth Ave., MU. 2-2764.		
Monday August 9 10:30 A.M.	PREVIEW: BACK-TO-COLLEGE FASHIONS	MARTIN'S (BROOKLYN)	6TH FLOOR
	Press preview of back-to-college fashions. By invitation. <u>Showing for customers</u> , Thurs., Aug. 12 at 2:30 P.M., 5th floor. (Showing in Garden City, Tues., Aug. 10 at 10:30 A.M. Publicity: Rita Dobbins, TR. 5-3100.		
Monday August 9 5:00 P.M.	FALL & WINTER PREVIEW IN MADRID	PERTEGAZ	HERMOSILLA, 26 MADRID, SPAIN
	Pertegaz will preview his Fall-Winter collection to the press. By invitation. Publicity: Rasponi Assoc., 667 Madison Ave., TE. 8-8171.		
Monday August 9	PRESS SHOWING IN MADRID	PEDRO RODRIGUEZ OF SPAIN	CALLE ALCAIA, 54 MADRID, SPAIN
	Spanish couturier Pedro Rodriguez will show his Fall and Winter collection to the press. By invitation only. Publicity: Anita Welch, 55 E. 93rd St., PL. 3-7385 or LE. 4-2589.		
Tuesday August 10 9:30 A.M. Breakfast	PREVIEW OF COLLEGE AND CAREER FASHIONS	BEST & CO.	13TH FLOOR
	Best's will present college and career fashions to the press. By invitation only. Publicity: Gay Stearns, PL. 9-2000.		
Tuesday August 10 9:30 A.M. Breakfast	DISPLAY AND SHOWING OF RESORT COTTONS	HOPE SKILLMAN	1407 BROADWAY SHOWROOM - ROOM 2908
	Hope Skillman will present her Resort and Spring collection of Skillman cottons at an informal showing and display for the press. By invitation only. Publicity: Peggy Eichelsdoerfer at Hope Skillman, CH. 4-8109.		
Tuesday August 10 2:30 P.M.	PREVIEW OF COLLEGE FASHIONS	RUSSEKS FIFTH AVENUE	7TH FLOOR
	Showing of Russeks' college fashions. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.		
Beginning Tuesday August 10	SHOWING OF JERSEY DRESS COLLECTION	KENNETH TISCHLER	108 WEST 39TH STREET SHOWROOM - 6TH FLOOR
	Kenneth Tischler will present informal showings of his mid-season dresses in colorful jersey. Contact: Eleanor Schrader, LO. 5-7720.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 11 9:15 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS Macy's will preview their college fashions for the press. By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 11 9:30 A.M. Breakfast	PRESS PREVIEW OF WINTER FURS The Tailored Woman will preview for the press their Winter 1954-55 fur collection. By invitation only. Publ.: Belle Irene Gillis, MU. 8-6800.	THE TAILORED WOMAN	4TH FLOOR FUR SALON
Wednesday August 11 10:30 A.M. Breakfast	PRESS PREVIEW OF FALL SHOE COLLECTION Saks Fifth Avenue will preview their Fall shoe collection for the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
Wednesday August 11 4:00 P.M. Cocktails	MILLINERY IMPORTS AND ADAPTATIONS Presentation of Paris millinery imports and adaptations by G. Howard Hodge. By invitation only. Contact: Miss Betty, LO. 4-0430.	G. HOWARD HODGE	1 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Thursday August 12 10:30 A.M.	PREVIEW: MME. ORO'S BRIDAL FASHIONS Jay Thorpe will invite the press to a preview of Madame Oro's Fall and Winter bridal fashions. By invitation. Publ.: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR
Monday August 16 11:00 A.M.	PREVIEW OF PARIS FUR FASHIONS By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR FUR SALON
Tuesday August 17 9:30 A.M. Breakfast	ADVANCE PATTERN FASHION SHOW Showing of French, Italian and English couture fashions by Advance Patterns in Celanese fabrics. Also, American Fall fashions by Advance, as shown in September's "Woman's Home Companion." By invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday August 17 9:30 A.M. Breakfast	PREVIEW FOR HOME FURNISHINGS EDITORS "Young Homemakers" showing of 17 new room settings, displayed on Altman's 8th floor. By invitation only. Publicity: Eleanor Horton, MU. 9-7000.	B. ALTMAN & CO.	7TH FLOOR
Tuesday August 17 11:00 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS By invitation only. Contact: Ruth English, PL. 9-3737.	ROSETTE PENNINGTON	20 EAST 56TH STREET SALON - 4TH FLOOR
Tuesday August 17 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS <u>Exhibit from 2:00 P.M., and cocktails from 5:00 P.M. to 7:00 P.M.</u> By invitation only. Contact: LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
Wednesday August 18 10:00 A.M. Breakfast	PARIS MILLINERY REPRODUCTIONS Gimbels' press preview of reproductions of newest Paris millinery originals by Balenciaga, Colombier, Fath, Orcel, Suzette, Svend. By invitation only. <u>Customer showings</u> Mon., Aug. 23 at 12:30, 5:30 and 6:30 P.M. Publicity: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600.	GIMBELS	4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday August 18 12:00 Noon	SHOWING OF SCHOOL AND OFFICE FASHIONS Presentation of back-to-school and back-to-the-office fashions. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	3RD FLOOR
Wednesday August 18 2:30 P.M.	BACK-TO-COLLEGE FASHION SHOW Showing of co-ed fashions modeled by members of College Board. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	3RD FLOOR
Sunday August 22- August 27	SECOND U.S. GIFT & FANCY GOODS SHOW Over 40 nations will display gifts, housewares, fashion accessories, fabrics and novelty items at this trade show during Gift Buyers Week. Contact: Charles Snitow, 331 Madison Ave., MU. 2-4802.	INT'L GIFT & FANCY GOODS SHOW	HOTEL ASTOR EXHIBITION HALLS
Tuesday August 24 9:30 A.M. Breakfast	PRESS PREVIEW OF BRIDAL FASHIONS Best's will present their Fall and Winter bridal fashions to the press. By invitation. Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	3RD FLOOR BRIDE'S SHOP
Tuesday August 24 3:00 P.M. Champagne	SHOWING OF FABRICS FOR HOLIDAY WEAR DuKay Textile Corporation, in cooperation with BOAC, will present "Fashion Holiday Around the World". Clothes by: Cadillac, delMar, Anne Fogarty, David Hart, Holiday Fashions, Junior League, Junior Accent, David Klein, Lee Claire, Natlynn, Nelly de Grab, Suzy Perette, Youth Guild and others. Featuring brocades, jacquards, Schiffli embroidery and novelty fabrics. By invitation. Publ: Trudy Richmond or Florence Lord at DuKay, BR.9-9440.	DuKAY TEXTILE CORP. (101 WEST 37TH ST.)	CARNEGIE RECITAL HALL - 154 W. 57TH ST.
Wednesday August 25 9:30 A.M. Breakfast	PREVIEW OF FUR AND FALL COATS Macy's will preview their fur fashions and Fall coats. By invitation only. Publ.: Helen Law, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 25 10:00 A.M. Breakfast	PREVIEW: IMPORTS FOR THE HOME Carole Stupell will invite the press to preview her latest European imports By invitation only. Publicity: Olive Massie at Alfred Davidson Associates 15 E. 55th St., PL. 5-0868.	CAROLE STUPELL, LTD.	507 MADISON AVENUE
Thursday August 26 10:00 A.M. Breakfast	PRESS PREVIEW OF COLLEGE FASHIONS S. Klein will present college fashions to the press. By invitation only. Contact: Libbie Wynehouse, SP. 7-6500.	S. KLEIN	ANNEX PENTHOUSE
Friday August 27 2:30 P.M.	BACK-TO-SCHOOL FASHION SHOW "Who's the New Girl?"--showing of back-to-school fashions. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000.	KRESGE-NEWARK	7TH FLOOR REGIMENTAL ROOM
Tuesday August 31 12:30 P.M. Luncheon	MATERNITY DRESS ANNIVERSARY LUNCHEON Lane Bryant will celebrate the 50th anniversary of the maternity dress at a special luncheon. By invitation. Publ: Paula Miller, LE. 2-0200.	LANE BRYANT	HOTEL PLAZA TERRACE ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 31 12:30 P.M. Luncheon	PRESS PREVIEW OF LEATHER SHOW Press luncheon discussing leather treatments and finishes in new colors for Spring 1955. By invitation. The 45th Semi-Annual Leather Show, in Grand Ballroom on <u>Mon., Aug. 31 from 9:00 A.M.-7:00 P.M.</u> ; and on <u>Tues., Sept. 1 from 9:00 A.M.-3:00 P.M.</u> Publicity: Leif C. Kronen at Tanners Council, 411 Fifth Avenue, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Thursday Sept. 2 9:30 A.M. Breakfast	PRESS PREVIEW OF TWEED COLLECTION Peck & Peck will preview their tweed fashions at a breakfast for the press. By invitation only. Publicity: Mrs. D.J. Todd, OR. 3-4700.	PECK & PECK	260 FOURTH AVENUE EXEC. OFFICE - 6TH FL.
Sept. 6	LABOR DAY (Monday)--Legal Holiday.		

PRESS PREVIEWS: FALL CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED AND NOTIFIED

Tuesday Sept. 7	<u>SAKS FIFTH AVE.</u> At 2:30 P.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL: CAROLYN HAIGHT, PL. 3-4000
Wednesday Sept. 8	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF, PL. 3-7300
Thursday Sept. 9	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH, PL. 5-2600
Monday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL: VERA BACALL, EL. 5-6800
Tuesday Sept. 14	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals & French Imports)	PUBL: FRANCES ANDERSON, CI. 7-1100
Tuesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Note Change of Date)	PUBL: RASPONI ASSOC., TE. 8-8171

RESORT WEAR OPENINGS IN LOS ANGELES, CALIFORNIA

Tues., Sept. 7...	10:00 A.M.	Marjorie Michael	315 E. 8th St.
	12:30 P.M.	Maurice Handler	846 S. Broadway
	4:00 P.M.	De Weese Designs	1326 Santee St.
Wed., Sept. 8...	8:45 A.M.	Rose Marie Reid (breakfast) .	Hotel Statler
	2:00 P.M.	Junior Miss of California . .	910 So. Los Angeles St.
	4:00 P.M.	Caltex of California	Town House
Thurs., Sept. 9...	8:30 A.M.	Jantzen (breakfast)	Town House
	9:00 A.M.	Marjorie Montgomery	Town House
	11:00 A.M.	Tabak of California	860 S. Los Angeles St.
	2:00 P.M.	Holmes of California	1013 S. Los Angeles St.
	4:00 P.M.	Cole of California	Place to be announced
	4:00 P.M.	Lilli Ann	Place to be announced
Fri., Sept. 10...	9:00 A.M.	Catalina, Inc.	Perino's
	2:00 P.M.	Gantner	Place to be announced
	4:00 P.M.	Saba of California	860 So. Los Angeles St.
Others to be announced later. Contact: California Apparel Creators, 740 S. Broadway, Los Angeles, California.			

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 8 10:00 A.M.- 7:00 P.M.	PRESS PREVIEW: HOME FURNISHINGS SHOW Sixth annual show will feature exhibits of leading decorators, designers and manufacturers; the latest home fashions, including furniture, floor coverings, curtains and draperies, lamps, antiques, china, etc. Daily showings (Sept. 9-19) 12:00 Noon-10:30 P.M. except Sundays - 2:00 P.M. to 10:30 P.M. Director: S. Robert Elton, LE. 2-0550. Publicity: Joan Gahan at Alfred Auerback Assoc., 130 W. 57th St., JU. 2-4750.	NATIONAL HOME FURNISHINGS SHOW	71ST REGIMENT ARMORY PARK AVE. & 34TH ST.
Wednesday Sept. 8 12:30 P.M. Luncheon	FALL JR. FASHIONS DURING LUNCHEON Luncheon showing of Jr. Sophisticates' Fall collection. Contact: Headwaiter. EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	BONWIT TELLER	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 8	BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See Pg. 4).		
Thursday Sept. 9 11:00 A.M.	PRESS PREVIEW OF HOWARD GREER FASHIONS Jay Thorpe will invite the press to preview Howard Greer's Fall collection. <u>Customer showing</u> at 2:30 P.M. By invitation. Publ: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Thursday Sept. 9 1:00 P.M. Luncheon	RAYON FASHIONS DURING LUNCHEON The American Rayon Institute will give a luncheon showing in conjunction with Bonwit Teller's "Your First Fall Dress" fashion show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. American Rayon Publicity: Ruth Hammer Assoc., EL. 5-7872. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	AMERICAN RAYON INSTITUTE	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 9 2:30 P.M.	PREVIEW: SUZY PERETTE FASHIONS FOR FALL Russeks will present Fall fashions by Suzy Perette. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Sept. 9	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Thursday Sept. 9 5:00 P.M.	TURKISH FASHIONS PRESENTED ON SLIDES The Fashion Group will present a special showing of motion picture slides of the Turkish Fashion Show, with commentary by Dorothy L. Wallis (d.l.w. of "Women's Wear Daily"), as originally presented at the Waldorf-Astoria on July 20. Admission: \$1.00 at door or contact: The Fashion Group, CI. 7-3940. Publ: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY CHURCH 40 EAST 35TH STREET
Friday Sept. 10 12:30 P.M. Luncheon	PRESS PREVIEW OF CUSTOM MILLINERY Fall millinery by Tatiana du Plessix will be presented to the press. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	SAVOY-PLAZA HOTEL LE CHATEAU - 11TH FL.
Sunday Sept. 12- Sept. 16	SHOWING OF FALL & HOLIDAY COLLECTIONS Showing by 200 manufacturers of slips, gowns and negligees, with a special presentation Wed. evening. <u>Hours: Sun., 10:30-9:00; Mon., Tues., Wed., 9:00-9:00; Thurs., 9:00-3:00.</u> Contact: Lee Goodman, Exec. Secy, LO. 4-0150.	UNDERWEAR-NEGLIGEE ASSOC. (1450 BROADWAY)	HOTEL ROOSEVELT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 13 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Tuesday Sept. 14 9:45 A.M. Breakfast	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels will present their International imports and reproductions to the press. By invitation only. (Show will be repeated Monday, Sept. 20, at 1:00 P.M., Hotel Plaza - See Page 7). Publicity: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Sept. 14	HENRI BENDEL'S ORIGINALS & IMPORTS FOR PRESS AT 10:30 A.M. (See Page 4).		
Tuesday Sept. 14 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Presentation of Harry Frechtel's Fall coat and suit collection, designed by Schiaparelli. Fashions available at Lord & Taylor. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000.	HARRY FRECHTEL	WALDORF-ASTORIA STARLIGHT ROOF
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 4).		
Tuesday Sept. 14 4:30 P.M. Champagne	PRESS PREVIEW: FURS BY CHRISTIAN DIOR Fall fur fashions, designed by Christian Dior, will be presented to press and customers. By invitation only. Publ.: Carolyn Haight, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Wednesday Sept. 15 10:30 A.M.	PRESS PREVIEW OF FALL ORIGINALS Preview for the press of Milgrim originals and designer fashions for Fall. By invitation. (Customer showing, 2:30 P.M.) Publ.: Rita Corey, CI.7-7200.	MILGRIM	3RD FLOOR
Wednesday Sept. 15 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON Arnold Constable will present a fashion show during luncheon, in celebration of their 129th Anniversary. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 15 3:00 P.M. Cocktails	PREVIEW: FALL CUSTOM- ORDER & READY-TO-WEAR The Fall custom-order and ready-to-wear collections will be presented to the press. By invitation only. Contact: Mrs. Ruth Lynford, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Thursday Sept. 16 12:30 P.M. Luncheon	IMPORT COLLECTION AT LUNCHEON SHOWING Presentation of French & Italian imports and Macy's counterparts during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. (Customer showing, in Macy's Little Shop, 2nd floor, by ticket only, Monday, Sept. 20 at 2:30 P.M. Public showing, Thursday, Sept. 23 at 6:00 P.M.) Macy's Publicity: Helen Law, CH. 4-2000, Ext. 2431. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MACY'S NEW YORK	WALDORF-ASTORIA STARLIGHT ROOF

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 16 1:00 P.M. Luncheon	KNITTED FASHIONS IN VOGUE PATTERNS McCutcheon's will present a luncheon showing of knitted fashions from Vogue patterns with yarns from Jaeger & Tringle. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. McCutcheon Publ.: Beth Morgan, EL. 5-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAMES McCUTCHEON & CO.	HOTEL PLAZA TERRACE ROOM
Sept. 16- Sept. 25	HOME FASHION TIME Contact: National Home Fashions League, 141 East 44th St., MU. 7-8122.		
Friday Sept. 17 12:00 Noon Luncheon	IMPORT COLLECTIONS AT LUNCHEON SHOW Fall presentation of import collections. (Note <u>Change of Hotel</u>). Co-chairmen, Ready-to-Wear Division: Alice Burrows and Adelia B. Ellis. (Prices to be announced later). Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Sunday Sept. 19- Sept. 24	MARKET WEEK IN MIAMI BEACH The Miami Fashion Council will show Cruise and Resort fashions during Market Week. Contact: Miami Fashion Council, 924 Lincoln Rd., Miami Beach.	MIAMI FASHION COUNCIL	DI LIDO HOTEL MIAMI BEACH, FLORIDA
Monday Sept. 20 10:00 A.M. Breakfast	PRESS PREVIEW; SELECTION OF "MISS SWEATER GIRL" Selection of "Miss Sweater Girl, 1954 and 1974" and "Mr. Sweater Guy" at the opening of <u>National Sweater Week, Sept. 20-25</u> . By invitation only. Publicity: Betty Tanner, The Wool Bureau, 16 W. 46th St., PL. 7-5092; or Charles Reichman, Nat'l Knitted Outerwear, 386 Fourth Ave., MU. 3-7520.	THE WOOL BUREAU; NAT'L KNITTED OUTERWEAR	WALDORF-ASTORIA WEST FOYER
Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOWING: IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels Publ.: Ellen Eskin or Harry Cohn, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN RMS.
Wednesday Sept. 22 11:00 A.M.	PRESS PREVIEW OF READY-TO-WEAR FASHIONS Showing of Bernard Newman's Fall ready-to-wear collection. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Wednesday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FALL & WINTER FURS Revillon Freres will preview their Fall and Winter Custom-Order fur collection. By invitation only. Contact: Mr. W.C. Paige at Revillon, PL. 9-5505.	REVILLON FRERES (CUSTOM-ORDER)	11 WEST 57TH STREET SALON
Wednesday Sept. 22 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret de Mille, EL. 5-5900. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 22 12:30 P.M. Luncheon	FALL AND CRUISE DESIGNER FASHIONS "Salute to Fashion" honoring fashion fabric creators--Milton C. Blum, Inc.; Chantilly Textiles Corp.; Cohn-Hall-Marx; Cortley Fabrics; Elgin Fabrics; Fabrex, Inc.; Hafner Fabrics; Maxine Fabrics Co.; Herbert Meyer, Inc.; Rhode Island Fabrics; Stehli & Co., Inc.; Waldburger & Co., Inc. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Aberfoyle contact: The Miles, 58 W. 40th St., LO. 4-5150. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABERFOYLE MFG. CORP. (PHILADELPHIA)	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 22 5:00 P.M. Cocktails	PREVIEW OF 1955 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1955 collection of swimsuits and play-clothes. <u>Showing at 5:30 P.M.</u> By invitation only. Commentator: Bette Beck at Catalina. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Sept. 23	FIRST DAY OF AUTUMN (Thursday).		
Thursday Sept. 23 9:00 A.M. Breakfast	PREVIEW OF 1955 SWIMSUIT COLLECTION Breakfast preview of Jantzen's 1955 collection of swimsuits and sun-clothes for men and women. <u>Showing at 9:30 A.M.</u> By invitation only. Contact: Karin Johnson at Botsford, Constantine & Gardner, 261 Madison Avenue, OX. 7-2797.	JANTZEN, INC.	ST. REGIS HOTEL ROOF
Thursday Sept. 23 12:30 P.M. Luncheon	SHOWING OF WRAGGE FASHIONS FOR FALL Presentation of B.H. Wragge fashions for Fall, available at Bonwit Teller. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 23 1:00 P.M. Luncheon	FASHIONS BY BALMAIN DURING LUNCHEON De Pinna will present Fall fashions by Pierre Balmain during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Plaza Fashion Director: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	DE PINNA	HOTEL PLAZA TERRACE ROOM
Sept. 26	DAYLIGHT SAVING TIME ENDS (Set clocks back one hour).		
Sept. 27	NATIONAL BUSINESS SHOW Publicity: Allen Rose at Smith, Rose & Co., 270 Park Ave., EL. 5-3720.		
Sept. 28	ROSH HASHONAH -- First Day of Jewish New Year (Tuesday).		
Tuesday Sept. 28 12:30 P.M. Luncheon	IRENE OF CALIFORNIA FALL COLLECTION Showing of Fall fashions by Irene of California, available at Gunther Jaeckel. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	GUNTHER JAECKEL	WALDORF-ASTORIA EMPIRE ROOM
Sept. 29	ROSH HASHONAH -- Second Day of Jewish New Year (Wednesday).		
Oct. 7	YOM KIPPUR -- Jewish Day of Atonement (Thursday).		

MOVIES...MUSIC...THEATRE...BALLET

- Tuesday
August 24
8:30 P.M. PREMIERE: "THE EGYPTIAN" (Movie) ROXY THEATRE, 7TH AVE. & 50TH ST.
20th Century-Fox CinemaScope-DeLuxe color production of life in Egypt
about 14 centuries ago, starring Edmund Purdom, Jean Simmons, Victor
Mature, Gene Tierney, Michael Wilding, Bella Darvi and Peter Ustinov.
Producer: Darryl F. Zanuck. Director: Michael Curtiz. Costumes: Charles
Le Maire. Book by Mike Waltari. (Benefit Aug. 24 for the National
Foundation for Infantile Paralysis. By invitation only.) Open to public
beginning Wed., Aug. 25. 20th Century Publ.: Ed Feldman, CI. 7-6000.
- Beginning
Tuesday
August 31 OPENING: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH ST.
Four week engagement by the N.Y. City Ballet. Prices: \$1.50-\$3.60.
Publicity: Phillip Bloom, CH. 4-5185.
- Tuesday
Sept. 21 OPENING: "A MIDSUMMER NIGHT'S DREAM" MET. OPERA HOUSE, B'WAY & 39TH ST.
S. Hurok presents The Old Vic Company in William Shakespeare's comedy.
Sept. 21 through Oct. 11; and Oct. 15 through Oct. 17. Starring Moira
Shearer, Robert Helpmann, Stanley Holloway. Director: Michael Benthall.
Scenery and costumes: Robin and Christopher Ironside. Music by
Mendelssohn. Choreography: Robert Helpmann and Frederick Ashton. Pre-
sented by arrangement with Old Vic Trust Ltd., and the Arts Council of
Great Britain. Tickets: \$1.10-\$6.00. Publ.: Martin Feinstein, PL. 9-6000.
- Wednesday
Sept. 22 OPENING: "HOME IS THE HERO" BOOTH THEATRE, 222 WEST 45TH ST.
The Theatre Guild's production of Walter Macken's drama, with Mr. Macken
in the leading role and featuring Glenda Farrell, Pat O'Malley, Art Smith,
Frances Fuller, Richard Lupino, Christopher Plummer, Ann Thomas. Director:
Worthington Miner. Publicity: Nat Dorfman, LO. 3-0858.
- Thursday
Sept. 23 OPENING: "ALL SUMMER LONG" CORONET THEATRE, 230 WEST 49TH ST.
The Playwrights' Co. will present Robert Anderson's new play starring
John Kerr, June Walker, Ed Begley. Director: Alan Schneider. Settings:
Jo Mielziner. Publicity: William Fields, PL. 7-6938 or PL. 7-6846.
- Thursday
Sept. 30-
Oct. 17 OPENING: 29TH ANNUAL RODEO MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.
Roy Rogers and Dale Evans with Trigger will headline the 29th annual
World's Championship Rodeo. Prices: \$1.50-\$6.00. Publicity: Fred Podesta,
CO. 5-6800.
- Monday
Oct. 11 OPENING: "ON YOUR TOES" 46TH STREET THEATRE, 226 WEST 46TH ST.
George Abbott and Richard Rodgers will present a new production of the
1936 Broadway success starring Vera Zorina and Bobby Van with Elaine
Stritch, Ben Astar, Kay Coulter and Joshua Shelley. Directed by Mr.
Abbott. Dances by George Balanchine. Settings: Oliver Smith. Costumes:
Irene Sharaff. Music: Richard Rodgers. Lyrics: Lorenz Hart. Publicity:
Reuben Rabinovitch, LA. 4-1839.
- Thursday
Oct. 28 OPENING: "THE RAINMAKER" CORT THEATRE, 138 WEST 48TH ST.
Ethel Linder Reiner will present Geraldine Page in a play about a young
girl on a ranch in the draught area in the midwest around the turn of the
century, with Darren McGavin featured. Director: Joseph Anthony. Settings:
Ralph Alswang. Publicity: Ben Washer, MU. 4-8088.
- Monday
Nov. 8
8:00 P.M. OPENING: METROPOLITAN OPERA METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
Grand opening of the 1954-55 Metropolitan Opera's 70th season, with pre-
sentation of scenes from Aida, La Boheme, Barber of Seville and Prologue
to Pagliacci. Publ.: Francis Robinson, PE. 6-1200.